DANIEL BOOTH

Product & Design Leader

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SUMMARY

Product and design leader with 10 years shaping digital products from research to release. For over six years at the National Rugby League I led product design across a digital ecosystem of 10+ products, including the NRL App (3M+ weekly active users), NRL Account (3M+ accounts), NRL.com and the club and state network, and the Rugby League World Cup 26 platform. I set product and design direction with Heads and GMs, turned research and data insights into strategic opportunities matched to business outcomes, and shaped what got built and in what order, balancing user needs, business goals and technical feasibility, while leading and managing the design team.

I currently design and build AI products myself with Claude Code and the Anthropic API, taking ideas from research and business case through to working products in testing. I bring the full product lifecycle: what to build, why, and how to design and ship it.

EXPERIENCE

AI Product Design & Development

Aug 2026 – Present

Independent product work

Designing and building AI-native products end to end, from research and business case to working products in testing, to deepen hands-on skills in agentic and AI-assisted experiences.

- Created an AI-native consumer product currently in testing: ran discovery, defined the target users and core promise, and wrote the business case, revenue model and a testing plan with success measures and a decision checkpoint
- Designed the brand, design system and product experience in light and dark modes across web and mobile
- Prioritised and shipped features in focused batches, and build with Claude Code via GitHub pull requests with automated checks and deploys, security reviews, AI cost caps and privacy-first usage tracking
- Designed and built mobile apps with React Native and the Anthropic API, including AI document extraction that turns uploaded files into structured, categorised data
- Built and tested agentic workflows where an AI agent holds a text conversation with a customer, gathers the details needed and hands off to a person
- Prototyping conversational AI experiences where chat is the interface over structured, changing data
- Work across the full loop: research, design, prototyping in code with Claude Code, and build

Product (UX/UI) Design Principal

Nov 2022 – Aug 2026 | Full Time

National Rugby League

Led product design across the complete NRL digital ecosystem: research, product decisions, experience strategy and design across 10+ platforms and products, including the NRL App, NRL.com, Club Apps and Websites, NRL Account, Rugby League World Cup, Fantasy, Tipping and MyLeague App. Worked hands-on while leading the design team.

Leadership & approach

- Shaped product decisions on all consumer-facing products across the NRL network, taking on product responsibilities across the NRL App and network websites at various stages and balancing business objectives, user needs and technical feasibility
- Set product and design direction and presented it to Heads and GMs across Product, Engineering, Commercial, Content and Partnerships, turning business goals and user insight into a clear vision teams aligned on
- Personally delivered user research and analytics analysis, information architecture, prototyping and usability validation, and established research frameworks used across the network
- Owned design intake, capacity planning and prioritisation across product teams, keeping priorities, dependencies and delivery risks visible
- Managed and mentored the design team through one-to-ones, work reviews, performance reviews and career development, and led recruitment and onboarding
- Involved in vendor selection, procurement and ongoing relationships across key platforms, and used AI tools such as Claude in the design workflow for ideation and faster delivery

Key projects

- **NRL App:** Redesigned the app from the ground up as it grew to 3M+ weekly active users, with a 693% increase in video engagement from improved video functionality and a 9% year-on-year average engagement increase in the 2025-26 financial year
- **NRL Account:** Led UX and product design for the refreshed single sign-on platform behind every NRL product (3M+ accounts), with sign-up, sign-in and the Account live and further personalisation rolling out
- **NRL.com network:** Designed across 17+ club and state websites and apps on a shared design system and component library, and led early design on the next network rebuild
- **Rugby League World Cup 26:** Led design for a multi-state, ticket-led web experience for a global audience
- **Conversational AI assistant:** Designed the experience concept for a personalised fan assistant across NRL products (not yet released)

UX Lead

Nov 2020 – Nov 2022 | Full Time

National Rugby League

Led UX research, design and testing across NRL digital platforms, including NRL.com, the NRL App, Club Websites and Apps, and multiple digital products.

- Managed the design team and project planning while completing UX work and ensuring quality design output
- Led fan research and co-design workshops uncovering how fans consume content and data through the week and on game day, and presented findings to senior management

User Experience Specialist

Jun 2020 – Nov 2020 | Contract

Department of Communities and Justice

Led UX projects across external and internal platforms for Corrective Services, Victim Services and Anti-Discrimination NSW.

- Conducted user research and co-design workshops, and created information architecture, user flows, wireframes and designs
- Completed usability testing, and presented designs to senior management and commissioners for product approvals

User Experience Designer

Apr 2019 – May 2020 | Contract

National Rugby League

Worked across the network's core products, including NRL.com, Club and Membership Websites, Play Rugby League, Touch Football, the MySideline registration and administration platform, NRL Account, the NRL App, Club Apps and the Voice: NRL Skill.

- Led end-to-end UX projects: research, synthesis, co-design workshops, user flows, information architecture, prototyping, testing and iteration
- Collaborated closely with designers, product owners and internal and external development teams, presenting to key stakeholders throughout

UX Designer

Jan 2017 – Apr 2019 | Full Time

Kinlab

Strategic design team member across sport, aged care, insurance, voice-led technology and social innovation projects, for clients including Sport Australia, Kelly Slater Wave Co, Cricket Australia, Golf Australia, Surf Life Saving Australia, Rest Superannuation and Feros Aged Care.

- User research, co-design and innovation workshops, synthesis and strategic opportunity development
- Product and service design, information architecture, prototyping, usability testing, journey mapping and service blueprinting

UX Intern

Aug 2016 – Dec 2016 | Internship

Symplicit

Worked in the strategic design team across projects for clients including the Australian Sports Commission, Surf Life Saving, Football Australia, Canoe Australia, Golf Australia and Feros Aged Care.

- Landscape reviews, competitive and comparative analysis, user research, synthesis, persona and archetype development, and product design

SKILLS

Product: Discovery, prioritisation and trade-offs, success metrics, business cases and revenue models, launch planning

Leadership & Strategy: Product and design direction, team leadership and mentoring, stakeholder and vendor management

Design: Interaction and visual design, product and service design, information architecture, design systems and component libraries, multi-platform and multi-state experiences, prototyping, voice interface design, accessibility principles

AI-Native Product: Designing agentic and conversational experiences, AI workflows and automation (n8n, Make, Zapier, Claude, OpenAI), prototyping and building in code with Claude Code, Expo/React Native and the Anthropic API

Research & Testing: Contextual inquiry, interviews, surveys, analytics, co-design workshops, concept and usability testing, journey mapping

Tools: Figma, FigJam, Claude Code, GitHub, Anthropic API, OpenAI, Supabase, n8n, Make, Zapier, Expo/React Native, Jira, Confluence

ORGANISATIONS WORKED WITH

Sport: NRL, Cricket Australia, Hockey Australia, Australian Paralympic Committee, Kelly Slater Wave Co, Surfing Australia, Golf Australia, Football Australia, Canoe Australia, Adelaide Crows, Western Sydney Wanderers

Government: Department of Communities and Justice, Sport Australia, SafeWork NSW

Human Services: Feros Aged Care, Surf Life Saving Australia, Disability Services Australia

Financial Services & Technology: Rest Superannuation, Virtual Ark

EDUCATION

Griffith University | Bachelor of Business, Management major

General Assembly | User Experience Design

Australian Institute of Management | Leading with Emotional Intelligence

References available on request